



# REPORT

Program Years

2009, 2010 & 2011

*Christopher D. Rafano, Director  
Middlesex County Board of Chosen Freeholders*

*Jane Z. Brady, Director  
Workforce Investment Board*

***Middlesex County Workforce Investment Board  
Report for Program Years 2009, 2010 & 2011  
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## MESSAGE FROM THE FREEHOLDER DIRECTOR

*As Freeholder Director of the Middlesex County Board of Chosen Freeholders, and as liaison to the Workforce Investment Board, I am very pleased to provide this overview report for the program years of 2008-2009, 2009-2010 and 2010-2011. The Middlesex County Department of Workforce Development and the Middlesex County Workforce Investment Board have worked diligently to provide training services to our unemployed residents who need to upgrade their skills. This report also details the programs for our at-risk, out-of-school youth ages 16 to 21 and the programs for our customers in the Temporary Assistance to Needy Families program.*

*Through the use of U.S. Department of Labor and New Jersey Department of Labor and Workforce Development funds, our staff has been able to serve hundreds of customers during these three program years. I encourage you to go to the Web site, [www.co.middlesex.nj.us/employment](http://www.co.middlesex.nj.us/employment) for a full picture of all the options available through these funds. With two (2) One-Stop Career Center locations in our County, residents can easily access the services at a location close to their residences.*

*This report also presents the services available to all the employers in our County as we strive to grow the economic base in Middlesex County through the services of the Business Resource Center at our New Brunswick location. From space for positive recruitments, to referrals of qualified candidates for open jobs, to information on government grants for incumbent worker training, the Business Resource Center is "open for business."*

*Should you have any questions or comments after reading this report, please feel free to contact Jane Brady, Director, at 732-745-3601 or via e-mail at [jane.brady@dol.state.nj.us](mailto:jane.brady@dol.state.nj.us).*

*Together, we can be certain Middlesex County continues to be a great place to live and work.*

*Christopher D. Rafano  
Freeholder Director*



## **EXECUTIVE SUMMARY**

The Middlesex County Workforce Investment Board (WIB) was established by federal legislation when Congress passed the Workforce Investment Act (WIA) of 1998. The Board, appointed by the Middlesex County Board of Chosen Freeholders, is comprised of at least 51% private sector representatives and the balance of other mandatory representatives from education, human services and government. The private sector representatives should mirror the demographic makeup of Middlesex County as well as those businesses from demand occupations based on labor market data.

The Workforce Investment Board is a local partnership of private and public sector individuals who provide coordinated planning, policy guidance and oversight for all workforce investment programs and resources in Middlesex County. The core principles of New Jersey's workforce investment policies are:

- A successful system must be consumer-based and market-driven, and therefore, relevant to the needs of the employer;
- The true measures of success of the workforce development system must be the duration of employment and the wages paid to the graduates of programs;
- Attainment of fundamental levels of literacy and basic skills lies at the heart of the workforce investment system; and
- There must be full utilization of all potential workers.

# **WIB MEMBERSHIP**

**Middlesex County Workforce Investment Board Membership Directory -**  
**Program Year 2009**

*Dan Frankel, Chair*  
*Donna M. Jennings, Esq., Vice-Chair*  
*Jill Schiff, Secretary*

Gloria Aftanski	United Way of Central Jersey
Amy Bellisano	Woodbridge Center Property LLC
Christian Bosmediano	Bosmediano's Transportation Services
John Brun	Pinnacle Federal Credit Union
Roseann Bucciarelli	Middlesex County College
Robert Davis	Operating Engineer Local 825
George Echeverri	NJ Dept. of Labor & Workforce Development, New Brunswick
Alan Fialka	Roosevelt Care Center
Lisa Fiore	Jewish Family & Vocational Services
Dan Frankel	Cushman & Wakefield of NJ
James Garrett	Middlesex Water Company
Alan Haveson	Lee Linear Company
Dan Henrickson	WMGQ-FM/WCTC-AM
Donna M. Jennings	Wilentz, Goldman & Spitzer, P.A.
Adrienne Keaton	One-Stop Operator
Tom Lankey	Solaris Health System
Marlene Lederman	New Brunswick Adult Learning Center
Karen McCloud-Hjازه	Middlesex County Vocational & Technical Schools
Angela Mackaronis	Middlesex County Board of Social Services
Sharon McGreevy	Division of Vocational Rehabilitation
Barbara Minch	Benchmark Hospitality International
Karen Minus	Comcast Cable
William Nagy	Iron Workers Union
David Paster	Heller Industrial Parks
James Perry	Piscataway Township Public Works
Chris Phelan	Middlesex County Regional Chamber of Commerce
Patrick Piegari	Middlesex County Superintendent of Schools
Christopher D. Rafano	Freeholder Director
German Roa	Embassy Suites Hotel
Senovia Robles	Perth Amboy Adult School
Patrick Ryan	North Buffalo Advisors, LLC
Jill Schiff	Building Contractors Association of NJ
Thomas Seilheimer	Middlesex County Department of Human Services
Carl Spataro	Middlesex County Department of Economic and Business Development
Michelle Suskind	Community Child Care Solutions
Bernice Proctor Venable	AlphaGraphics
Tom Vigna	North Brunswick Economic Development
Katie Watson	Middlesex County Regional Chamber of Commerce

**Middlesex County Workforce Investment Board Membership Directory**  
**Program Year 2010**

*Dan Frankel, Chair*  
*Donna M. Jennings, Esq., Vice-Chair*  
*Jill Schiff, Secretary*

Gloria Aftanski	United Way of Central Jersey
Amy Bellisano	Woodbridge Center Property LLC
Scott Bollwage	New Brunswick Adult Learning Center
Roseann Bucciarelli	Middlesex County College
Robert Davis	Operating Engineer Local 825
George Echeverri	NJ Dept. of Labor & Workforce Development, New Brunswick
Alan Fialka	Roosevelt Care Center
Lisa Fiore	Jewish Family & Vocational Services
Dan Frankel	Cushman & Wakefield of NJ
James Garrett	Middlesex Water Company
Alan Haveson	Lee Linear Company
Dan Henrickson	WMGQ-FM/WCTC-AM
Donna M. Jennings	Wilentz, Goldman & Spitzer, P.A.
Adrienne Keaton	One-Stop Operator
Jerry Killian	Wiss & Company LLC
Tom Lankey	Solaris Health System
Lina Llona	Doubletree Hotel
Brian Loughlin	Middlesex County Vocational & Technical Schools
Maryann Lovas	Provident Bank
Angela Mackaronis	Middlesex County Board of Social Services
Barbara Minch	Benchmark Hospitality International
Karen Minus	Comcast Cable
William Nagy	Iron Workers Union
Yocasta Perez	Capital One Bank
James Perry	Piscataway Township Public Works
Patrick Piegari	Middlesex County Superintendent of Schools
Christopher D. Rafano	Freeholder Director
Senovia Robles	Perth Amboy Adult School
Barbara Roos	Edison Chamber of Commerce
Jill Schiff	Building Contractors Association of NJ
Thomas Seilheimer	Middlesex County Department of Human Services
Richard Skorupski	Meeker Sharkey Associates, LLC
Carl Spataro	Middlesex County Department of Economic and Business Development
Michelle Suskind	Community Child Care Solutions
Bernice Proctor Venable	AlphaGraphics
Earl Wiggley	Sunny Delight Beverages Company

**Middlesex County Workforce Investment Board Membership Directory**  
**Program Year 2011**

*Donna M. Jennings, Esq., Chair*

*Jill Schiff, Vice-Chair*

*Dan Frankel, Secretary*

Gloria Aftanski	United Way of Central Jersey
Amy Bellisano	Woodbridge Center Property LLC
Scott Bollwage	New Brunswick Adult Learning Center
Roseann Bucciarelli	Middlesex County College
Robert Davis	Operating Engineer Local 825
George Echeverri	NJ Dept. of Labor & Workforce Development, New Brunswick
Alan Fialka	Roosevelt Care Center
Lisa Fiore	Jewish Family & Vocational Services
Dan Frankel	Cushman & Wakefield of NJ
Lorrie Ginegaw	Middlesex Water Company
Alan Haveson	Lee Linear Company
Dan Henrickson	WMGQ-FM/WCTC-AM
Donna M. Jennings	Wilentz, Goldman & Spitzer, P.A.
Adrienne Keaton	One-Stop Operator
Jerry Killian	Wiss & Company LLC
Tom Lankey	Solaris Health System
Lina Llona	Doubletree Hotel
Brian Loughlin	Middlesex County Vocational & Technical Schools
Maryann Lovas	Provident Bank
Angela Mackaronis	Middlesex County Board of Social Services
William Nagy	Iron Workers Union
Yocasta Perez	Capital One Bank
James Perry	Piscataway Township Public Works
Patrick Piegari	Middlesex County Superintendent of Schools
Christopher D. Rafano	Freeholder Director
Senovia Robles	Perth Amboy Adult School
Barbara Roos	Edison Chamber of Commerce
Jill Schiff	Building Contractors Association of NJ
Thomas Seilheimer	Middlesex County Department of Human Services
Elizabeth Sims	Division of Vocational Rehabilitation
Richard Skorupski	Meeker Sharkey Associates, LLC
Carl Spataro	Middlesex County Department of Economic and Business Development
Michelle Suskind	Community Child Care Solutions
Bernice Proctor Venable	AlphaGraphics
Earl Wiggley	Sunny Delight Beverages Company



## **FACILITIES**

The Middlesex County Workforce Investment Board provides services in six (6) locations in the county.

- 1) 550 Jersey Avenue, New Brunswick is a comprehensive One-Stop Career Center with four (4) core partners in the facility: the N.J. Department of Labor & Workforce Development, Unemployment Insurance, Division of Vocational Rehabilitation (DVR) and WIA services. This site also includes one(1) of the two (2) Workfirst New Jersey (WFNJ) Programs for this county as well as the Learning Link for this area.
- 2) 161 New Brunswick Avenue, Perth Amboy, is a One-Stop Career Center with all the core partners, except DVR. This site is the second WFNJ site for this county as well.
- 3) Our Community Learning Center is located on the third floor of the Roosevelt Care Center, in Edison. This site provides GED preparation, GED testing, ESL classes and basic computer skill classes.
- 4) One (1) of our two (2) Youth One-Stops is located at 161 New Brunswick Avenue, Perth Amboy. Our youth program, Middlesex County 4 Youth Opportunities Unlimited (MC4YOU) operates out of this location to provide career and employment counseling to out-of-school 16-21 year olds.
- 5) Our second Youth One-Stop operates out of office space at 140 New Street in New Brunswick, within the footprint of the New Brunswick Campus of Middlesex County College. This MC4YOU site provides the services as noted in #4.
- 6) The Learning Link for the Perth Amboy area is available at the Perth Amboy Adult School at 268 Barracks Street in Perth Amboy. Clients travel the two (2) blocks from the One-Stop to this location for assistance in upgrading their basic skills, computer skills, ESL or GED preparation. These same services are available in the Learning Link in New Brunswick as noted in #1 of this section.

Complete descriptions of the services available at each location are contained within this report.

# **C O M M I T T E E S**

**(Purpose, Membership & Goals)**

## **EXECUTIVE COMMITTEE**

***Purpose:*** The Executive Committee is responsible for ensuring that all WIB responsibilities, policies and tasks are carried out in accordance with appropriate WIA rules/regulations, conducts Board business in between full board meetings, ensures that a meeting agenda is set, minutes sent out, and that the Strategic Plan is being implemented and monitored. Membership of the Executive Committee consists of the Workforce Investment Board officers and Chairs of the various Workforce Investment Board committees.

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## **SYSTEMS PERFORMANCE COMMITTEE**

***Purpose:*** The Systems Performance Committee shall develop, assess, and negotiate criteria, standards and performance goals for the workforce development system and its providers, and develop customer satisfaction criteria. Is responsible for One-Stop planning, policy development and oversight and evaluation of the One-Stop operation and the workforce investment system and ensure coordination between workforce programs and services. Membership of the Systems Performance Committee shall consist of Executive Committee members.

## **PLANNING/RESOURCES COMMITTEE**

***Purpose:*** The Planning/Resources Committee is responsible for: 1) Gathering community resource data, identifying gaps; 2) providing policy and program development guidance and recommendations to effectively create and implement the County WIA Plan, its modifications, and/or changes to said plan and monitors implementation of local WIB Plan. Encourages resource usage and collaboration that can impact positively the development and expansion of the local workforce system.

### ***CURRENT COMMITTEE MEMBERS***

Gloria Aftanski	United Way of Central Jersey, Inc.
Baden Almonor	NJ Dept. of Labor & Workforce Development, Perth Amboy
Roseann Bucciarelli	Middlesex County College
Adrienne Keaton	Middlesex County Department of Workforce Development
Vin Samuel	NJDOL&WD, Bureau of Labor Market Information
Tom Seilheimer	Middlesex County Human Services Department
Bernice Proctor Venable	Alphagraphics
George Ververides	Middlesex County Planning Department

# YOUTH INVESTMENT COUNCIL

**OVERALL GOAL:** Develop a comprehensive, coordinated network of services to enable WIA eligible youth to achieve financial independence through employment by obtaining education and skills that are in demand in the labor market of today and in the future.

<u>Goals for 2011</u>	
<b><u>Objective 1:</u></b>	<b>Increase opportunities for out-of-school youth to access career information and skills training</b>
•	To expand the two (2) Youth One-Stop's outreach to other municipalities in Middlesex County.
•	Continue to develop a general recruitment strategy to assist youth programs in finding eligible out-of-school youth.
•	Continue to monitor and improve the service delivery system for youth through collaboration and cooperation among all appropriate agencies and institutions.
•	Ensure the development and distribution of information regarding assets/resources/services available to out-of-school youth and their parents
•	Strengthen linkages among workforce development and juvenile justice agencies and institutions
<b><u>Objective 2:</u></b>	<b>Decrease the dropout rate for high school students to ensure a more productive workforce and self-sustaining individuals.</b>
•	Provide secondary schools with accurate career information.
•	Enhance linkages with high schools and the guidance counselors and the school based program personnel where applicable
•	Financially support the production of the NCADD anti-dropout play, FADE, so twelve (12) high schools can see the play during the 2011-2012 school year.
<b><u>Objective 3:</u></b>	<b>Increase opportunities for out-of-school youth to interact directly with employers</b>
•	Organize networks of employers for both employment opportunities and feedback on needs.
•	Develop opportunities with employers to expose youth to options and opportunities they might not otherwise have the opportunity to experience.
•	Actively develop employment opportunities for out-of-school youth.

**YOUTH INVESTMENT COUNCIL MEMBERSHIP**

**2009**

***Donna Jennings, Chair***

Lauren Balkan  
David Blevins  
Scott Bollwage  
Charoulla Castanos-Beaton  
Ralph Cretella  
Wanda Dillon  
Harriet Findlay  
Stuart Grant  
Charles Hager  
Sharon McGreevy  
Bruce Negri  
Monika Pankiewicz  
Dr. Patrick Piegari  
Evelyn Rosa  
Joe Scott

Wilentz, Goldman & Spitzer, P.A.  
NCADD of Middlesex County  
Paul Robinson Community School  
New Brunswick Adult Learning Center  
Middlesex County Department of Human Services  
Middlesex County Prosecutor's Office  
Middlesex County Office of Children's Services  
Johnson Rehabilitation Institute  
United Way of Central Jersey, Inc.  
Middlesex County Family Court  
NJ Division of Vocational Rehabilitation  
Middlesex County Vo- Tech High Schools  
Edison Job Corps  
NJ Department of Education  
Middlesex County College- New Brunswick Center  
Rutgers University

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**2010**

***Scott Bollwage, Chair***

Lauren Balkan  
David Blevins  
Charoulla Castanos-Beaton  
Wanda Dillon  
Harriet Findlay  
Stuart Grant  
Charles Hager  
Alan Haveson  
Mimi Hickman-Perfetti  
Denalerie Johnson  
Bruce Negri  
Monika Pankiewicz  
Dr. Patrick Piegari  
Senovia Robles  
Evelyn Rosa  
Joe Scott  
Earl Wiggley

New Brunswick Adult Learning Center  
NCADD of Middlesex County  
Paul Robinson Community School  
Middlesex County Department of Human Services  
Middlesex County Office of Children's Services  
Johnson Rehabilitation Institute  
United Way of Central Jersey, Inc.  
Middlesex County Family Court  
Lee Linear Company  
Middlesex County Division of Youth & Family Services  
Urban League - Middlesex County  
Middlesex County Vocational & Technical Schools  
Edison Job Corps  
NJ Department of Education  
Perth Amboy Adult School  
Middlesex County College- New Brunswick Center  
Rutgers University  
Sunny Delight Beverages Company

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2011

***Scott Bollwage, Chair***

Lauren Balkan  
David Blevins  
Elise Brewer  
Pamela Brown  
Charoulla Castanos-Beaton  
Martina Doncheski  
Rebecca Escobar  
Harriet Findlay  
Stuart Grant  
Charles Hager  
Alan Haveson  
Mimi Hickman-Perfetti  
Denalerie Johnson-Faniel  
Julio Leiva  
Charisse Massey  
Bruce Negri  
Monika Pankiewicz  
Senovia Robles  
Evelyn Rosa  
Todd Schaper  
Joe Scott  
Mary Tarrant  
Naomi Vliet  
Earl Wiggley

New Brunswick Adult Learning Center  
NCADD of Middlesex County  
Paul Robinson Community School  
YIC Adult Representative  
YMCA  
Middlesex County Department of Human Services  
Perth Amboy Adult High School  
Puerto Rican Action Board  
Johnson Rehabilitation Institute  
United Way of Central Jersey, Inc.  
Middlesex County Family Court  
Lee Linear Company  
Middlesex County Division of Youth & Family Services  
Urban League - Middlesex County  
New Brunswick Tomorrow  
YIC Youth Representative  
Middlesex County Vocational & Technical Schools  
Edison Job Corps  
Perth Amboy Adult School  
Middlesex County College- New Brunswick Center  
Youth Consultation Service, Inc.  
Rutgers University  
Middlesex County Office of Children's Services  
Middlesex County Office of Education  
Sunny Delight Beverages Company

## LITERACY COMMITTEE

- Overall Goal:** To achieve a more literate adult community, who are therefore more productive members of the workforce.
- Mission:** To be a resource for the literacy provider community and the business community, so that additional literacy services are available to county residents and so that employers may have access to a more literate workforce.

Literacy Committee Goals & Objectives for 2010 - 2011	Measurable Outcomes & Delivery Date	Status	Impacts on People & Community
<ul style="list-style-type: none"> <li>Explore possible literacy grants with other partners for both the Community Learning Center and the County literacy partners, to expand range of services offered in the County.</li> </ul>	Share information & explore collaboration on available grants, including: <ul style="list-style-type: none"> <li>At least 2 foundation grants</li> <li>At least 2 state or national grants</li> </ul>	In progress	Potential for more services
<ul style="list-style-type: none"> <li>Keep the WIB and its partners aware of the impact of literacy skills on all business sectors, especially those considered priority by the WIB</li> </ul>	<ul style="list-style-type: none"> <li>Share current research/direct knowledge with the WIB. Form collaborations among literacy partners to provide services for any unmet needs.</li> </ul>	Ongoing	Ensure residents are prepared for demand jobs with self-sufficient salaries
<ul style="list-style-type: none"> <li>Continue to update the literacy services brochures and the literacy services web page on the existing Middlesex County Department of Workforce Development website.</li> </ul>	Ongoing. Report to the committee as updates are made, and as new distribution partners are utilized	Ongoing	Citizens informed of available services in literacy
<ul style="list-style-type: none"> <li>Advocate for literacy awareness on all government levels</li> </ul>	Send letters to appropriate level of government on all issues affecting literacy and the workforce when funding or legislation is in question. Prepare information presentations/fact sheets as necessary to educate government officials.	Ongoing	Better legislation and funding for literacy services



## **LITERACY COMMITTEE MEMBERS**

### **2009**

#### ***Jill Schiff, Chair***

Sergio Acosta  
Baden Almonor  
Khalid Anjum  
Ana Class-Rivera  
Sophia Domogala  
George Echeverri  
Marlene Fineman  
Lisa Fiore  
Michael J. Pede  
Senovia Robles  
Patricia Ruggeri  
Chris Sienkelewski  
Mario Vargas

Building Contractors Association of NJ  
UAW Local 2326  
NJ Dept. of Labor & Workforce Development, Perth Amboy  
Middlesex County Information Technology Department  
Middlesex County College  
South Plainfield Adult Education School  
NJ Dept. of Labor & Workforce Development, New Brunswick  
NJDOL&WD - Workforce Literacy  
Jewish Family & Vocational Services of Middlesex County  
Middlesex County Vocational & Technical Schools  
Perth Amboy Adult School  
New Brunswick Adult Learning Center  
Literacy Volunteers of Middlesex  
Puerto Rican Action Board

\* \* \* \* \*

### **2010**

#### ***Jill Schiff, Chair***

Sergio Acosta  
Baden Almonor  
Khalid Anjum  
Ana Class-Rivera  
Sophia Domogala  
George Echeverri  
Marlene Fineman  
Lisa Fiore  
Michael J. Pede  
Senovia Robles  
Patricia Ruggeri  
Jill Schiff  
Chris Sienkelewski  
Mario Vargas

UAW Local 2326  
NJ Dept. of Labor & Workforce Development, Perth Amboy  
Middlesex County Information Technology Department  
Middlesex County College  
South Plainfield Adult Education School  
NJ Dept. of Labor & Workforce Development, New Brunswick  
NJDOL&WD - Workforce Literacy  
Jewish Family & Vocational Services of Middlesex County  
Middlesex County Vocational & Technical Schools  
Perth Amboy Adult School  
New Brunswick Adult Learning Center  
Building Contractors Association of NJ  
Literacy Volunteers of Middlesex  
Puerto Rican Action Board

### **2011**

#### ***Jill Schiff, Chair***

Sergio Acosta  
Gloria Aftanski  
Baden Almonor  
Ana Class-Rivera  
Melissa Cohen  
George Echeverri  
Lisa Fiore  
Cheyenne Frenz  
Michael J. Pede  
Senovia Robles  
Patricia Ruggeri  
Jill Schiff  
Jessica Tomkins  
Mario Vargas

UAW Local 2326  
United Way of Central Jersey  
NJ Dept. of Labor & Workforce Development, Perth Amboy  
Middlesex County College  
Literacy Programs of New Jersey  
NJ Dept. of Labor & Workforce Development, New Brunswick  
Jewish Family & Voc. Services of Middlesex County  
NJ Department of Labor & Workforce Development, Trenton  
Middlesex County Vocational & Technical Schools  
Perth Amboy Adult School  
New Brunswick Adult Learning Center  
Building Contractors Association of NJ  
Literacy Volunteers of New Jersey  
Puerto Rican Action Board

## **BUSINESS OUTREACH TASK FORCE**

**Purpose:** The Business Outreach Task Force, established in 2010, is responsible for identifying, recommending and ensuring coordination, implementation and monitoring of the program needs and services required and/or requested by the business community.

### **Business Outreach Task Force Partners**

Rashid Adams	Edison Job Corps
Baden Almonor	NJ Dept. of Labor & Workforce Development, Perth Amboy
Jane Brady	Middlesex County WIB
Robert Crawford	Newark Alliance
Mary Jane DiPaolo	Community & Child Care Solutions
George Echeverri	NJ Dept. of Labor & Workforce Development, New Brunswick
Lisa Fiore	Jewish Family & Vocational Service of Middlesex County
Elliot Fishman	Middlesex County College
Dan Frankel	Cushman & Wakefield, Inc.
Alan Haveson	Lee Linear Company
Julie Jerome	Puerto Rican Action Board
Veronica Jones	NJDOL&WD, Veterans Representative, New Brunswick
Adrienne Keaton	Middlesex County Department of Workforce Development
Angel Llerena	NJ Dept. of Labor & Workforce Development, New Brunswick
Maryann Lovas	Provident Bank
Michael Mangin	NJ Business Action Center
Chrystal McArthur	Rutgers University Career Services
Michael J. Pede	Middlesex County Vocational & Technical Schools
Jessie Phillips	NJDOL&WD, Business Representative, Trenton
Susan Rapka	NJ Dept. of Labor & Workforce Development, New Brunswick
Nina Rios-Rivera	Middlesex County WIB
Vin Samuel	NJDOL&WD, Labor Market Analyst
Anne Schiadaresis	NJDOL&WD, Business Rep, New Brunswick
Dorna Silverman	Central Jersey Job Developers Association
Bernice Venable	Alphagraphics

## **BUSINESS OUTREACH STRATEGY**

### **MIDDLESEX COUNTY WORKFORCE INVESTMENT BOARD**

*(WIB Endorsed - January 25, 2011)*

#### **INTRODUCTION**

To enable the residents of Middlesex County to obtain self-sufficient employment and to enable business establishments in Middlesex County to have the skilled workforce essential to growth and profitability, the Middlesex County Workforce Investment Board's Business Outreach Task Force recommends the following action plan.

#### **ASSUMPTIONS:**

New Jersey will develop and implement a statewide marketing plan to more adequately disseminate information on the services available through the One-Stop Centers. Each local WIB area will be partners in this effort and make effective use of local media outlets for said marketing. This campaign will work to dispel the often held belief that government only works with companies in a punitive fashion versus a helpful fashion.

The MC WIB will receive accurate, timely information (at least once a month) regarding the following from the NJDLWD:

- Companies moving into the county with NAICS code, number of expected employees, contact information
- Companies who are moving either out of the county or out of the state with reason for move, NAICS code, number of affected employees
- Companies who have placed job openings on internet sites surveyed by software available to the state with job titles, skills required, address, NAICS code
- Upon request, within 48 hours, notifying us if a company is in arrears and therefore not eligible for government services
- New companies being established in the county with contact information, NAICS code

Information regarding possible job openings and/or possibilities for economic development within the county will be shared among all partners of the Task Force in a manner most consistent with assisting either the job seeker or the business.

The partners will work in coordination with one another to avoid duplication of effort and annoyance of the business community and to use all staff efficiently.

The Task Force will work to develop and will share an accurate listing of:

- all companies doing business in Middlesex County for the benefit of all partners, job seekers and supply and demand opportunities.
- all industrial parks within Middlesex County
- all employee leasing companies
- all employee staffing companies

The Task Force will develop priorities of industries to approach, either by location, or industry sector through knowledge and research of job openings or verifiable job growth. While

this priorities list will be the focus of the outreach efforts, the team will be flexible and responsive to other companies such as those receiving customized training grants with new hire possibilities, contacts from municipalities, Business Access Center (BAC) information, etc.

The Task Force staff will make an effort to attend as many business/trade events as possible throughout the year by checking events at the NJ Expo Center in Raritan Center, working with all active Chambers of Commerce in the county, and seeking collaborations with active ethnic organizations. These events will be used to expand our network of companies and distribute pertinent information.

The Task Force will work actively with the staff of the Business Action Center (BAC) in the Lieutenant Governor's office to both receive information on business development in Middlesex County and to provide information to the BAC about business in Middlesex County.

The Task Force will also work actively in sharing information with the county Department of Economic and Business Development, especially during the Economic Development study commissioned by the Board of Chosen Freeholders in October of 2010 through October of 2011.

### **EXPECTED OUTCOMES:**

The Middlesex County Department of Workforce Development will have a database of companies throughout Middlesex County for use by all partners, the state and local economic development agencies.

The Task Force will become more knowledgeable about economic development in Middlesex County and that information will be used to expand workforce development initiatives.

The training programs suggested by counselors to customers will be those that match the skill needs of the employers in Middlesex County. If there is a need for new training programs, the Task Force will work with Middlesex County College and the Vocational-Technical School to develop such new programs.

Employers will be familiar with the services of the One-Stop and there will be at least a 10% increase in job postings by the end of 2011 from that of 2010.

The Task Force partners who work in job development will have contacted at least 200 employers by the end of 2011. Information from these contacts will be shared in order to assist other partners in their work.

Counselors in both One-Stop locations (both ES and WIA) will become more knowledgeable about Middlesex County employer needs through regular updates (at least three (3) per location, per year) by the job developers.

## **EMPLOYMENT DISABILITY COMMITTEE**

**Purpose:** The Employment Disability Committee, established in 2011, shall review, as necessary, any issues related to the One-Stop that may have a significant impact on individuals with disabilities as it relates to the services or facilities of the One-Stop. All One-Stop partners shall ensure that they are compliant with the appropriate American with Disabilities Act rules and regulations pertaining to the provision of services under the workforce system.

The Employment Disability Committee is working as a sub-committee of the Middlesex County Commission for Persons with Disabilities which is a committee of the Office of Human Services, Department of Community Services, County of Middlesex.

The Employment Disability Committee will assess and advise about employment opportunities for persons with disabilities. This will include ongoing review of employment services offered at the comprehensive One-Stop Centers in New Brunswick and Perth Amboy, as well as assisting in the assurance that external training sites are accessible to persons with disabilities and that outreach efforts effectively reach this population.

While the Disability Navigator position was funded during program year 2010-2011 with a grant from the N.J. Department of Labor and Workforce Development, the following items were priority for that position:

- Develop linkages and collaborate individually or through the local workforce area's business or employer relations representatives, as applicable.
- Train OSCC staff and other staff on activities, services and available resources relative to employing persons with disabilities
- Serve as an OSCC resource on Social Security work incentives and other employment support programs.
- Train or make training available to OSCC staff on disability issues.
- Review and recommend ADA compliant resources for the One-Stop Career Centers
- Foster linkages between community service providers and programs of the OSCC.
- Serve as a representative of the OSCC on community committees/task forces for disability employment issues

### **Committee Members**

Sherlock Washington, PASP Consumer  
William Auer, Chair of the Middlesex County Commission for Persons with Disabilities  
Luke Koppish, Alliance Center for Independence  
Lisa Schur, Rutgers University  
Maria Ramos, Aliazana  
Lisa Fiori, Jewish Family Vocational Services  
Venus Majeski, New Jersey Institute for Disabilities  
Elaine Friedman, Middlesex County Department of Workforce Development, Perth Amboy  
Julie Piano, Middlesex County Department of Workforce Development, New Brunswick

## **BARRIERS TO WORK COMMITTEE**

**Purpose:** To increase awareness on issues and promote best practices that support the removal of barriers for those individuals and families in search of self-sustaining employment

### **OBJECTIVES**

Increase and distribute information to working families, especially low-income, single-parent households, in Middlesex County as well as employers, regarding support services or options that help to remove barriers to self-sustaining employment.

Advocate for federal and state legislation that would remove barriers to self-sustaining employment, while being cognizant of the needs of employers.

Collaborate with other agencies/organizations to educate the public on workplace issues critical to family/individual stability which assist in employment stability.

Examine research on business practices which help to remove employment barriers and facilitate the disbursement of such to employers, government entities, educational institutions and the public.

Assist the WIB in developing workforce policy regarding removing barriers to self-sustaining employment.

This committee was disbanded in June of 2010 as the members felt the issues (especially child care and transportation) were being handled through the efforts of the One-Stop Consortium, WIA counselors and the Business Outreach Task Force.

### **Membership**

Gloria Aftanski

Mary Ann Connors

Mary Jane DiPaolo

George Echeverri

Fran Ehret

Denalerie Johnson

Heather McKay

Susanne Peticolas, Esq.

Karen White

United Way of Central Jersey, Inc.

Middlesex County College

Community and Child Care Solutions

N.J. Dept. of Labor & Workforce Development, New Brunswick

Local #194 Toll Collectors

Dress for Success Worldwide

Rutgers the State University

Gibbons P.C.

Rutgers - Center for Women & Work

## **WIB POLICIES ADOPTED**

## ***WIB POLICIES ADOPTED***

### **January 16, 2001**

WIB adopted the CREDO for use by the One-Stop Workforce System partners. Executive Committee members decided that minutes of all future Executive Committee meetings will be forwarded to the membership. Minutes of meetings will provide members with details of action taken by the Committee between Board meetings. In addition, this would permit more meeting time for the Board to address private sector issues of concern as well as additional time to discuss policy matters.

The Executive Committee has approved a support process for all proposals seeking WIB approval and it will be posted on our website. This process should provide adequate information and time for review. The Executive Committee has given the Director of the WIB authorization to provide letters of support; however, letters of endorsement must be approved by the Executive Committee.

The Executive Committee will not be endorsing any of the proposals but simply stating that what the grant proposes to do is covered under our Five-Year Plan. Proposals requiring an endorsement will be discussed at the Executive Committee, and if time permits, will be presented to the full board.

### **March 18, 2002**

The definition of self-sufficiency is important under WIA. It must be defined by the WIB in order to provide job training services to the working poor. Self-sufficiency would calculate how much money employed/underemployed adults need to earn in order to meet their basic needs without any government subsidies, such as public housing or food stamps. It was reviewed and approved by WIB meeting that self-sufficiency for a family of four (4) has been defined as \$43,500.

WIB adopted the Customer Service Curriculum Outline as an operational document for the WIB and to be used by staff for incorporation as part of contracting procedures. In addition, the curriculum will be incorporated into future Requests for Proposals issued by the Employment and Training Department.

WIB approved to accept the youth portfolio standards as part of all WIA funded youth programs; these portfolios will serve as a record of service and accomplishment for both the program operator and the youth.

### **January 27, 2003**

WIB approved the Performance Review Procedure for Adult and Dislocated Worker Programs. The purpose of this procedure is to more effectively monitor performance outcomes and ensure that WIA funded programs service the students enrolled. It will also provide a mechanism by which students can make a more informative choice regarding the schools they wish to attend. Copies of this procedure were provided to the WIB members prior to the meeting.



### **September 22, 2003**

Proposal was submitted and subsequently approved by State to have a GED testing satellite site at the CLC.

### **July 26, 2004**

Youth survey will be conducted in the fall to measure the customer satisfaction with the summer component of the youth programs and in late spring to evaluate the year round component and customer satisfaction.

### **March 28, 2005**

Youth Investment Council reviewed and the SETC approved, the expansion of the eligibility guidelines for WIA youth programs and drafted recommendations for amending the guidelines. The new eligibility guidelines have been implemented.

The establishment of the WIB sub-committee on Women at Work Task Force was approved.

### **March 28, 2006**

WIB approved the On Line Distance Learning Policy.

### **September 26, 2006**

Due to the significant cut in WIA funding for program year 2006, the WIB adopted the WIA Funding Criteria to be used by staff in identifying those clients "most in need" and "most likely to benefit" from training. A customer seeking WIA training funds will only be considered if they meet at least eight (8) of the fourteen (14) criteria.

### **April 15, 2008**

The WIB approved the Logistics Study Recommendations (see page 27).

### **April 28, 2009:**

The WIB endorsed the following hold-back policy of a vendor contract:

Under the current policy, a student, upon completion of training, has 89 days to obtain employment equal to or higher than the required hourly wage contained within the student's contract. Due to the high unemployment rate and lack of current job opportunities, it is taking longer than 89 days for students to find employment. As a result, the training schools are not being paid the 30% hold-back portion of their contract. It was decided to allow the schools nine (9) months to assist in finding suitable employment for their students, instead of the current 89 days. If the student obtains employment at the hourly wage as per their contract within the nine (9) month period of their last day of class, the school would receive the full 30% of the placement payment. This payment will be retro-active back to July 1, 2008 and will remain in effect until the unemployment rate falls below 5%. The department however, reserves the right to periodically review and possibly revoke this policy at any time.

**April 28, 2009:**

In order to assist customers to achieve their goal of self-sustaining employment in a timely manner and with as little disruption to their families as possible, the WIB endorsed the following policy to be implemented by WIA staff:

All adult customers eligible for needs-based payments will receive a minimum of \$5.00/hour for a maximum of \$20.00/day . Another \$1,000 will be available for the duration of the training time, if needed for each eligible adult for specifically approved training or job related expenses.

Funds will be available, up to a maximum of \$1,000 for the duration of the training time, for specifically approved training or job related expenses.

## **SECTOR PRIORITIES**

In May of 2006, the Middlesex County WIB adopted three (3) industry sectors as priority for training customers in our county: Healthcare; Transportation, Distribution and Logistics; and Information Technology. The first two (2) sectors were researched and the recommendations approved by the WIB are outlined below. The third sector, Information Technology, was placed on hold as the job market deteriorated drastically and the WIB did not want to encourage more training in the sector. With that sector now improving, and with information technology overlaying all sectors, the WIB staff will research the skill needs of that sector in 2012.

### **Implementation of Healthcare Sector Study**

The method, activities and results of the first sector study, Healthcare, for the Middlesex County Workforce Investment Board was presented to the Board at the meeting held on April 24, 2007. The Board discussed the material presented by the WIB staff and expressed concurrence on the following statements:

- To achieve an impact on the broad need for more healthcare workers, especially in the four (4) occupations studied and nursing, a multi-year and multi-layered approach must be developed that includes parents, industry, schools, and incumbent workers with an emphasis on a career ladder.
- Guidance counselors and parents must be included in the information disseminated to ensure a young person is receiving helpful, accurate advice from those sources.
- Consideration must be given to funding training for instructors in the healthcare field to maintain quality education.
- A campaign emphasizing the "dignity of work" needs to be developed to build the concept that all work is important and worthy, not just those occupations that require an advanced degree.
- Standardized curriculum needs to be reviewed and enforced by the State of New Jersey for all the healthcare training providers on the ETPL so all trainees receive the correct training as expected and needed by the healthcare industry.

To implement the above ideas, the WIB will prepare and complete the following projects:

A school-year calendar including career development information for each month will be designed by staff, printed by County Reprographics and delivered to all schools in Middlesex County for distribution to all ninth grade students at the beginning of the school year. This calendar will begin the "Dignity of Work" campaign by using that title as the theme of the calendar. This calendar will also be placed in the guidance offices and town libraries. The County Superintendent of Schools will co-sign a letter to all superintendents requesting their cooperation in this project but it cannot be mandatory(see bullets 1, 2 and 4 on the next page).

A Virtual Healthcare Institute will be explored by the WIB, MCC and the Vo-Techs to encourage more persons to enter the healthcare field by jointly using all the resources already available to the three (3) entities. The Institute will seek to expand options, make efficient use of current facilities, propose programs to fill in the gaps of needed healthcare occupation training, assist with marketing healthcare training programs at the institutions, work with current providers to meet their training needs with the curriculum review and provide an avenue for additional funding for instructors/program (see bullets 1,3,4, 5 on the next page).

## **Logistics Study Recommendations**

The results of the Logistics Study were presented to the Board at the meeting held on April 15, 2008. The Board discussed the material presented by WIB staff and expressed concurrence on the following statements:

1. Work with the CDL Training Schools to establish minimum standards for the training program. These standards should be based on the Federal recommendations now being discussed for possible adoption by the US DOT.
2. Collaborate with Middlesex County College to continue the development of courses for specific occupations, career ladders and transferable skills within the logistics field.
3. Collaborate with Middlesex County Department of Transportation and KMM to increase available transportation for the labor pool for the various distribution center clusters in Middlesex County so the companies will remain and grow in Middlesex County.
4. Working with the County Department of Economic Development and the State of New Jersey, develop the locations of logistic clusters in Middlesex County to facilitate better outreach for job fairs, transportation, labor market information, training classes, etc.
5. Working with the Business Service Representative, encourage logistic companies to apply for customized training grants for training for their incumbent workers to enable their employees to move up the career ladder to self-sustaining wages.
6. Via the 9<sup>th</sup> grade calendar, provide information to students about the variety of occupations available within the field and the skills necessary (map reading, computer skills, etc.).
7. Assist the youth programs funded through MCDWD to provide information to their participants about the occupations and logistics field.
8. Outreach/Education Effort - Through collaboration with Middlesex County College, Heldrich Center and others, develop an outreach and education initiative on logistic career information.

# **INTENSIVE SERVICES**

## INTENSIVE SERVICES

Once a customer indicates an interest in training, he/she attends a Career Beacon workshop. This workshop explains the possibilities for training and then the interested customers are scheduled for an assessment with a counselor. The chart below notes the statistics for the Career Beacon workshops during the 3 program years in this report. Not all customers who attend a Career Beacon workshop are deemed eligible for training and not all of those eligible chose to enter a training program.

2008-2009= 1,788 attended Career Beacon workshops  
 2009-2010= 2,872 attended Career Beacon workshops  
 (This was the year of the additional ARRA funds.)  
 2010-2011= 1,468 attended Career Beacon workshops

### TOP TEN TRAINING PROVIDERS & PROGRAMS FOR THE THREE YEARS ENDING: 2011, 2010, 2009

STATUS	<u>TRAINING PROVIDERS</u>			<u>TRAINING PROGRAMS</u>		
	2011	2010	2009	2011	2010	2009
1.	MCC	MCC	AVTECH	Accounting Technology	Microsoft Office	CDL
2.	ACTECH	AVTECH	MCC	Microsoft Office	CDL	Microsoft Office
3.	CDM	CDM	LINCOLN TECH.	Medical Assistant	Accounting Technology	Medical Assistant
4.	IMPETUS	LINCOLN TECH.	IDEAL	CDL	Medical Assistant	Accounting Technology
5.	LINCOLN TECH.	IMPETUS	CDM	Project Management	Database Management	Medical Billing & Coding
6.	RUTGERS, CMD	IDEAL	IMPETUS	Database Management	System Administration	Project Management
7.	PROMISE JOBS	SMITH & SOLOMON	CENTRAL CAREER	Medical Billing & Coding	Network Technology	System Administration
8.	MC VO-TECH.	CENTRAL CAREER	SMITH & SOLOMON	Network Technology	HVAC&R	Database Management
9.	CENTRAL CAREER	KAIZEN	E-Z WHEELS	System Administration	Project Management	Network Technology
10.	KAIZEN	WINSOR'S TT	KAIZEN	HVAC&R	Medical Billing & Coding	HVAC&R

## PROGRAM YEAR COMPARISON

The chart below indicates our financial support for the noted program years and the number of Individual Training Accounts (ITAs) written with those funds. Please note that we are allowed to carry funds into subsequent years so all the money may not be spent in one year. We also are allowed to shift money from Adult to Dislocated Worker accounts so we can serve the customers more appropriately. The funds noted as ARRA represent the money received via the federal stimulus package during the recession. WDP funds are State funds only.

	<u>Program Year 2008</u> <u>July 1, 2008 - June 30, 2009</u>	<u>Program Year 2009</u> <u>July 1, 2009 - June 30, 2010</u>	<u>Program Year 2010</u> <u>July 1, 2010 - June 30, 2011</u>
<u>WIA Adult:</u>			
Funding Received	\$609,700	\$562,595	\$934,367
Contracts Written	48	71	147
<u>ARRA Adult:</u>			
Funding Received	\$296,717		
Contracts Written	16	44	6
<u>WIA Youth:</u>			
Funding Received	\$681,743	\$651,010	\$1,083,360
Contracts Written	23	41	31
<u>ARRA Youth:</u>			
Funding Received	\$884,747		
Contracts Written	0		
<u>Dislocated Worker:</u>			
Funding Received	\$1,359,001	\$2,155,390	\$2,159,233
Contracts Written	256	369	252
<u>ARRA Dislocated Worker:</u>			
Funding Received	\$1,887,223		\$892,423
Contracts Written	91	298	206
<u>WDP:</u>			
Funding Received	\$749,385	\$705,571	\$420,999
Contracts Written	200	189	111
<b>Total Funding</b>	<b>\$6,468,516</b>	<b>\$4,075,566</b>	<b>\$5,490,382</b>
<b>Total Contracts Written</b>	<b>634</b>	<b>1,012</b>	<b>753</b>

## **BUSINESS DEVELOPMENT UNIT**

To implement the Business Outreach Strategic Plan (see page 18), in June of 2011, the Business Development Unit was formed in the Department of Workforce Development to implement a Business Development Initiative specifically formulated to assist our training graduates to obtain employment. With a unit manager, job developer, career representative in our Business Resource Center and support staff, this new unit will focus on developing an extensive database of company contacts that we can use to guide our customers seeking employment. These contacts will also assist us in understanding the skill needs of the companies in our region as we develop sector specialists to better assist the job seeker and the employer so Middlesex County experiences robust economic development.



To increase the effectiveness of the business outreach efforts, the Middlesex County WIB entered into a contract with Middlesex County College to support a part-time job developer for all the WIA graduates of training programs at MCC. This contract provides direct employment assistance to these graduates on-site, with established goals and objectives for the position. This contract provides yet another person, besides our own staff, to help our graduates secure employment.





## **WORK FIRST NEW JERSEY PROGRAM**

The Work First New Jersey (WFNJ) Program of Middlesex County operates under the administration and direction of the Middlesex County Department of Workforce Development, in accordance with the regulations of the Federal Government and the State of New Jersey. The WFNJ Program is designed to serve eligible Temporary Assistance to Needy Families (TANF) and General Assistance/Food Stamp (GA/FS) recipients who are referred to WFNJ by the Middlesex County Board of Social Services. From July 1, 2008 through June 30, 2011, The WFNJ Program has been implemented through annual Agreements between the Middlesex County Freeholders and two (2) primary Vendors. Middlesex County College (MCC) has served the central/northern half of Middlesex County while the New Brunswick Adult Learning Center (NBALC), a unit of the New Brunswick Board of Education, has served the central/southern sections of the County.

Most cash assisted recipients are required to participate in employment and work readiness activities. The activities which are contracted through the above named Vendors are:

1. Job Search Assistance Program (JSAP)
2. Community Work Experience Program (CWEP)

In addition to these activities, the Vendors have been contracted to provide Engagement and Reengagement Services to increase participation in WFNJ activities by clients referred by the Middlesex County Board of Social Services.

**JSAP** is an organized employment-directed Program in which participants engage in activities with the immediate goal of obtaining full-time, unsubsidized employment. All non-deferred welfare recipients are required to engage in Job Search. This program is directed to the individual participant's needs and local job market conditions, and may provide services in either group or individual job seeking activities, or in combination. The Job Search training cycle for TANF participants must be for a minimum of thirty-five (35) hours per week for a maximum of four (4) weeks. A participant may engage in Job Search for an additional eighty hours within a one year period of the original Job Search period but not consecutive to that period. The requirement for GA/FS clients is essentially the same as TANF except that the hourly requirement is 30 hours per week.

Basic job readiness activities are combined with Job Search in order to enhance the effectiveness of Job Search activities for those who require world-of-work skills development and/or need an introduction to, and an appreciation of employment norms. Job readiness activities are a fully integrated component of Job Search and assist participants in becoming familiar with work place expectations while developing a positive attitude towards employment. Specific areas of service may include, but are not limited to, life coping skills, dressing for work, interviewing skills, completing employment applications, time management and interpersonal skills. It is paramount that the program ensures that the participant can interpret and complete job application questions and is otherwise able to make a proper presentation for employment.

**CWEP** consists of work experience with public and/or nonprofit employers combined with classroom training program components. The program is designed to provide participants with the experience necessary to adjust to and learn how to function in an employment setting. The Program offers the opportunity to combine work experience and education and/or occupational skills training in a fully integrated program. Upon completion of the program,

participants should have attained sufficient skills to enter entry-level unsubsidized jobs, occupational training or on-the-job training programs.

CWEP programs, inclusive of classroom activities, are housed in two geographic areas: New Brunswick and Perth Amboy. CWEP worksites are located throughout Middlesex County. CWEP is required to operate at a minimum of thirty-five (35) hours per week for TANF recipients and thirty (30) hours per week for GA/FS recipients, respectively. Training program designs accommodate a minimum twenty-five (25) hours of work experience with a maximum of ten (10) hours of classroom training for TANF participants, and twenty (20) hours of work experience and ten (10) hours of classroom training for GA/FS participants. The CWEP training cycle is designed for a maximum of twenty-six (26) weeks and operates on an "open entry/open exit" enrollment model. Programs also have the capability to provide limited full-time community work experience positions for those individuals who have secured part-time employment. CWEP also provides positions for those who are enrolled in higher education and require additional hours of participation in order to meet the minimum program requirement of hours per week.

CWEP programs emphasize that all participants are required to actively and continuously seek employment during their enrollment in CWEP activities. The educational components of CWEP are designed to address workplace literacy issues which result in participant workplace competencies and basic computer literacy.

**Referral, Enrollment, and Placements** in full-time employment in Fiscal Years 2009, 2010 and 2011 for TANF and GA/FS populations are as follows:

TANF			
2009	Referrals: 3,303	Enrollments: 1,517	Placements: 239
2010	Referrals: 3,618	Enrollments: 1,709	Placements: 272
2011	Referrals: 3,890	Enrollments: 1,830	Placements: 301
GA/FS			
2009	Referrals: 2,258	Enrollments: 552	Placements: 64
2010	Referrals: 2,576	Enrollments: 784	Placements: 65
2011	Referrals: 4,135	Enrollments: 1,095	Placements: 93

The **financial support** to implement the Work First Activities is through a combination of Federal and State funds allocated by the New Jersey Department of Labor and Workforce Development (NJDLWD). The combined value of the Agreements awarded to NBALC and MCC for FY 2009, 2010 and 2011 is as follows.

FY 2008	\$1,072,432
FY 2009	\$1,076,100
FY 2010	\$ 972,965

When sufficient WFNJ funds allow for expansion of enhanced educational services to clients that are consistent with clients' need and work readiness, Agreements have been executed with Middlesex County College. During the past three years, Basic Computer Skills has been taught either on a monthly basis or as part of a short term workshop involving up to six classes within a month. This workshop was specifically tailored to address clients with little or no computer knowledge or skills. At a time when many employers utilize application procedures online, it was essential that all job seekers be capable of using computers to

complete their job search process. It is not feasible to incorporate this training into the Job Search Programs without additional resources.

Another workshop that has been taught on a monthly basis was Math Anxiety. The Math Anxiety workshop was designed to decrease mathematics anxiety when dealing with numbers or mathematical work problems. The College used real life scenarios to demonstrate that mathematics could be a wonderful tool that could be used to increase the quality of everyday life in a variety of ways. Math Anxiety workshops have been discontinued as of 2010 as Basic Computer Skills was evaluated as more of a priority if additional resources became available. The combined total amount of funds allocated to the enhanced educational services over the past three fiscal years was \$27,500.

The current New Jersey State Plan for TANF includes **Vocational Educational Training** as an approved Activity for selected clients in the WFNJ Program. Clients are restricted to a lifetime limit of one year in training while receiving cash assistance. Clients are selected to attend training based upon their ability to cognitively handle the course requirements as well as their demonstrated interest and commitment to utilize the training to secure full time employment. Funds to pay approved training schools are available through the WFNJ allocation on an annual basis by the NJDOLWD. The following table indicates the number of Vocational Training placements and estimated costs for clients in the TANF Program as well as the GA/FS Program during the last three fiscal years:

2008-2009	TANF 39	GA/FS 9	Costs: \$192,000
2009-2010	TANF 39	GA/FS 13	Costs: \$208,000
2010-2011	TANF 14	GA/FS 9	Costs: \$ 92,000

## YOUTH ONE -STOPS

In 2009, in response to the WIB adopting the policy that we only use youth funds for out-of-school youth, the Middlesex County WIB opened a Youth One-Stop in Perth Amboy at the location of the One-Stop, 161 New Brunswick Avenue. Having a separate space for the youth to interact with staff, as well as classroom space for work readiness skills training, has enabled the youth staff to more effectively assist WIA eligible youth in career education and career training options. Building on the success of the Perth Amboy Youth One-Stop, a second Youth One-Stop was opened in space rented within the New Brunswick Campus of Middlesex County College in October of 2010.

With a full-time youth staff of four (4) people, two (2) funded programs operated by Middlesex County College, in the program year 2010-2011, 114 WIA eligible at-risk youth were enrolled in the WIA program, including preparation for taking the GED and/or ITAs for training. Some of the youth served had been part of our summer youth employment program in 2009 and now received free occupational training for employment. Others worked on getting their GED and then moved into a training program or employment.



For the first time, a Career Education event was held on August 18, 2011 at the Rutgers Visitors Center in Piscataway. Workforce Development at-risk youth were transported to the site to move throughout the room to speak directly with employers about the various jobs within their company; the skills needed and the education required for such employment. We hope to make this an annual event with the support of the business community, especially our WIB members.



While we continue to recruit and fund the above noted offices and programs, we hope to establish a program in Carteret in 2012 for at-risk out-of-school youth in that area of the county. We also want to establish more direct connections with employers to assist more of the youth in their employment goals. Our goal for 2011-2012 is to serve 150 out of school youth.

To facilitate on going communication, the staff visits each high school guidance department each year and provides dropout packets to be given to students who dropout. Follow-up contact is made with these students, using the information provided when the school notifies the WIB (per state regulations) of the students who dropout.

In an effort to address the dropout crisis, the Youth Investment Council of the WIB, partnered with the National Council on Alcohol and Drug Dependency (NCADD) to produce and present an anti-dropout play called FADE. This production was presented to ten (10) high schools, 9<sup>th</sup> grade students, in the county during the 2010-2011 school year through the financial assistance of the United Way. It will be presented (with WIB financial support) to twelve (12) more high schools, 9<sup>th</sup> graders, in 2011-2012.

The Middlesex County WIB also has a Memorandum of Understanding (MOU) with the New Jersey Juvenile Justice Commission to provide career, training and employment services to all youth returning to a Middlesex County Community from a state incarceration facility. This MOU was first signed in December 2005 and continues to be renewed each year.

On September 22, 2011, a graduation ceremony was held, for the first time, for youth from our programs who obtained their GED. It was a joyous evening with family and friends in attendance and will certainly be an annual event.

**COMMUNITY LEARNING CENTER**  
**PROGRAM YEARS 2009-2011**

Founded in 2002, the Community Learning Center has served 455 customers during program years 2008-2009, 2009-2010 and 2010-2011.

The chart below illustrates the services provided and the participants of each.

	# OF CLIENTS SERVED	FOCUS ACTIVITY
<b>2008 - 2009</b>	100	Four (4) ESL Classes: <ul style="list-style-type: none"><li>• Beginner</li><li>• Advanced</li><li>• Workplace</li><li>• Conversation</li></ul> Basic Computer Literacy GED Testing Citizenship Prep
<b>2009 - 2010</b>	98	Four (4) ESL Classes: <ul style="list-style-type: none"><li>• Beginner</li><li>• Advanced</li><li>• Workplace</li><li>• Conversation</li></ul> Basic Computer Literacy GED Testing Citizenship Prep
<b>2010 - 2011</b>	257 clients registered and took placement tests. This includes those in ESL. Of these, 203 were in classes 12 or more hours.	The focus changed this program year to only helping those who needed to pass the GED - including ESL clients. Therefore, we had only one (1) ESL class of Advance students, and two (2) sessions (4 classes) of GED Preparation—math and English.

Besides providing ESL classes, basic computer classes and GED preparation classes, and the GED test itself, a variety of speakers provided information on such topics as the United States legal system, healthcare, home invasions, filing income tax returns, lottery scams and other pertinent subjects.

Employment opportunities are researched and posted for the participants. ESL clients are required to have a portfolio consisting of a resume, three (3) references, and cover and thank you letters. Students practice interviewing techniques, leaving phone messages, filling out applications on-line and researching job sites. A video camera donated to the CLC enabled the Center to videotape students speaking and going on mock job interviews.

With many of the ESL clients living in ethnic enclaves, a part of the class is spent integrating the various cultures and social customs. Clients in the beginning ESL class take class trips with their instructor to become familiar with public transportation as well as various parts of Middlesex County.

During the program year 2010-2011, the funding required the CLC to work only with participants who needed to obtain their GED. Over 200 clients were offered GED preparation classes during that program year, with the GED test being offered fourteen (14) times. Over 400 people took the GED during 2010-2011, from both the community and the CLC participants.

## **LEARNING LINKS**

Middlesex County WIB supports two (2) Learning Links through funds from the N.J. Department of Labor and Workforce Development for assistance to those customers needing to improve their reading and/or math skills prior to enrolling in a training program or seeking employment. The Learning Link can also provide instruction in ESL or GED preparation.

With one (1) Learning Link in the New Brunswick One-Stop and another Learning Link housed in the Perth Amboy Adult Education Center at 178 Barracks Street, customers can access the computer assisted training and certified instructors for either morning or afternoon instruction session.

These sites serve approximately 100 customers each per year with each person studying for two (2) to eight (8) weeks, per their individual need.



# PARTNERSHIPS

## **PARTNERSHIPS**

### **WIRED**

In 2007, Middlesex County WIB was named the Fiscal Agent for a three (3) year \$5,000,000 federal grant, Workforce Innovation for Regional Economic Development (WIRED). This grant, with Rutgers University as the lead agency, focused on the biotechnology and pharmaceutical industrial sectors for the five (5) county regions of Middlesex, Mercer, Somerset, Hunterdon and Monmouth Counties. By soliciting proposals from academic institutions and other workforce agencies in this region, the Board of Directors for this WIRED grant were able to complete 39 projects to increase awareness of the workforce needs of these two (2) sectors by providing training for these skills through internships and coursework, establishing an outstanding robust website, [www. bio-1stop.org](http://www.bio-1stop.org), building a network of industry, education and government partners who worked together to complete the 39 projects. This grant ended in June of 2010 with 92 % of the \$5,000,000 successfully expended to achieve the goals of the grant.

### **REDI**

In June of 2008, Middlesex County WIB was named the lead WIB for the development of a statewide job strategy, Regional Economic Development Initiative (REDI), for the green focus area, after submission of a grant proposal. The funds for this grant were not available until June of 2009. This grant enabled the Middlesex County WIB to develop another robust website, [www.njgreenhouse.com](http://www.njgreenhouse.com) as one goal of the proposal. This website provides New Jersey residents with information of educational programs for green skills, career ladder information and videos, federal and state regulations and information, links to many established websites about green jobs, and a business partner section to assist businesses in New Jersey to find other New Jersey businesses for their supply chain in the sustainable business arena. One thousand (1,000) companies will have been contacted before this grant ends in December of 2011.

### **SESP**

The Middlesex County WIB is part of the central region for a \$6,000,000 three (3) year federal grant obtained by the State Employment and Training Commission (SETC) in October of 2009. This grant established the State Energy Sector Partnership (SESP) to encourage training in the energy field for both incumbent and unemployed individuals through proposals solicited and reviewed by a panel for the SETC for specific training outlined in the grant application. Working with the REDI Coordinator and with the information collected through REDI, the Middlesex County WIB has been able to provide information to companies about the SESP grant opportunities as well as provide information to assist the SETC in this area.

### **HEALTHCARE WORKFORCE COUNCIL**

Through the SETC appointment of Executive Director Jane Brady to the Healthcare Workforce Council, the Middlesex County WIB has the opportunity to participate in the discussions surrounding a \$150,000 planning grant awarded to the SETC regarding the healthcare workforce in New Jersey. This Council will formulate a planning document to assure the

availability of the highly skilled workforce needed for the healthcare sector in New Jersey. As Healthcare is one of the priority sectors selected by the Middlesex County WIB in 2007, the work of this Council will enable the MC WIB to further its knowledge and scope of the needs of this sector for our customers as well.

#### **NORTH JERSEY HEALTHCARE CONSORTIUM**

Middlesex County is one (1) of ten (10) counties in a consortium awarded a \$24,000,000 five (5) year federal grant in October of 2010 to train 4,000 incumbent healthcare workers and 1,000 low income unemployed workers for the healthcare sector. Working directly with the ten (10) county colleges and their specific offerings in this grant, the Middlesex County One-Stops will refer appropriate individuals to the programs at the county colleges, with all costs covered by this grant, rather than by WIA funds

# **PRODUCTS & PROJECTS**

## **PRODUCTS & PROJECTS**

The brochures providing information on the various basic skills and ESL programs in the county are printed in seven (7) languages.

A Career Calendar for all 9<sup>th</sup> grade students is printed and distributed each year in July. This calendar provides information on various career options, self sufficiency information and skills information. It is distributed in all public middle/high schools in Middlesex County.

We are developing an on line Career Beacon program which will enable our clients to access the Career Beacon information on their home computers, complete the various components, and then print a certificate verifying their understanding of the information. Rather than one of our counselors having to do an on-site workshop for all our clients on a weekly basis at both offices, this on-line version will enable our clients to obtain the necessary information to understand the training possibilities when they have the time and will allow our counselors to see more clients on a weekly basis.

For 2010-2011, we scheduled three (3) industry visits for our out-of-school youth. This enabled the youth to better understand the real world of work in various sectors. This will be continued in future years.

Per the recommendations of the Business Outreach Task Force and with funding by the SETC, we videotaped testimonials by three (3) successfully trained job seekers and three (3) companies who use the services of the One-Stop. These testimonials will be distributed to local cable stations, placed on our web site and used for other appropriate activities in an effort to broaden the base of people and companies who use the services of our One-Stop Career Centers.

The WIB endorsed the low bid contract with Delta Development Group of Mechanicsburg, Pennsylvania for an economic development study of Middlesex County. This study, in coordination with the Middlesex County Department of Economic and Business Development, is to be completed in late fall of 2011.

The Business Resource Folder was updated and is given to all business contacts. This folder includes pertinent information not only on the business services of the One-Stop Career Center, but also important state information to enable the companies to grow in our region.

We actively partnered with the libraries in Middlesex County to present workshops for job seekers in their facilities and to provide written information materials for their customers.

The department website ([www.co.middlesex.nj.us/employment](http://www.co.middlesex.nj.us/employment)), located within the Middlesex County website, is in Spanish and English.



**Freeholder Liaison:** [Christopher D. Rafano](#)

**Department Head:** [Jane Z. Brady](#)

Welcome to the Middlesex County Department of Workforce Development (MCDWD) web site. This web site serves as a community information resource for job seekers and the business community/employers.

The Middlesex County Department of Workforce Development (MCDWD) was created by the Middlesex County Board of Chosen Freeholders to administer federal and state job training funds for the benefit of County residents.

The Department is a partner of the Middlesex County One-Stop Career Centers. Our primary focus is to assist eligible individuals in obtaining the appropriate in-demand occupational skills that will allow them to be productive citizens and obtain self-sufficient employment.

The Middlesex County Department of Workforce Development is committed to continually improve our services. We regard customer satisfaction as a top priority and encourage feedback. We look forward to your comments and suggestions to help us in this effort.

Please feel free to contact us at 732-745-3970 if you should have any questions or comments.



[WIB](#)



[Community Learning Center](#)



[Literacy Services](#)



[Business Services](#)



[Youth Services](#)



[Job Seeker Services](#)

Sector Studies



**Enlace con Concejales:** [Christopher D. Rafano](#)

**Jefe de Departamento:** [Jane Z. Brady](#)

Bienvenido al sitio Web del Departamento de Desarrollo de la Fuerza Laboral del Condado Middlesex (MCDWD). Este sitio web constituye un recurso de información comunitaria para quienes buscan empleo y para la comunidad de negocios/empleadores.

El Departamento de Desarrollo de la Fuerza Laboral del Condado Middlesex (MCDWD) fue creado por la Junta de Concejales Electos del Condado Middlesex para administrar los fondos estatales y federales destinados al entrenamiento y capacitación laboral para beneficiar a todos los residentes del Condado

El Departamento está asociado con One-Stop Career Center del Condado Middlesex. Nuestro principal objetivo es asistir a personas con derecho a obtener las habilidades ocupacionales apropiadas exigidas que les permitirán convertirse en ciudadanos productivos y a obtener un empleo independiente.

En el Departamento de Desarrollo de la Fuerza Laboral del Condado Middlesex estamos comprometidos a mejorar constantemente nuestros servicios. Nuestra máxima prioridad es la satisfacción de nuestros clientes, a quienes alentamos a hacernos llegar sus opiniones. Esperamos sus comentarios y sugerencias para ayudarnos en este esfuerzo.

Si tiene alguna pregunta o comentario, contáctenos al 732-745-3970



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## **MIDDLESEX COUNTY BOARD OF CHOSEN FREEHOLDERS**

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*Ronald G. Rios, Deputy Director*

*Carol Barrett Bellante*

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